

**Principles of ethnographic research in business**

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, 37 ..... or product used.
- The participants must feel 38 ..... about taking part in the research.
- There is usually direct 39 ..... of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the 40 ..... of the data.
- Researchers look for a meaningful pattern in the data.